

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A method for obtaining item information, comprising:
capturing an image of an item identifier at a local location;
transmitting the image to a remote location for processing thereof; and
in response to processing of the transmitted image, receiving item information associated with an item identified by the item identifier.
2. (Currently amended) A method according to Claim 1, wherein the image is transmitted to a device at the remote location.
3. (Original) A method according to Claim 1, wherein the image is transmitted via a wireless connection.
4. (Currently amended) A method according to Claim 1, wherein the item identifier comprises at least one of: a barcode, a VCRplus code, text, a portion of the item, a color, and a texture.
5. (Original) A method according to Claim 4, wherein the item identifier is a Uniform Resource Locator.
6. (Original) A method according to Claim 1, wherein the item identifier is an element of a promotional offer.
7. (Currently amended) A method according to Claim 1, wherein the item information comprises at least one of: item specifications, warranty information, executable software, item availability information, Web page data, and a machine-readable version of a text identifier.

8. (Original) A method according to Claim 7, wherein the item information comprises software for conducting optical character recognition.

9. (Original) A method according to Claim 1, wherein the item identifier is located proximate to a location, and wherein the item information relates to the location.

10. (Original) A method according to Claim 1, wherein the item information comprises an expiration date.

11. (Original) A method according to Claim 10, further comprising recording the expiration date in a calendar.

12. (Original) A method according to Claim 11, wherein the item identifier is an element of a promotional offer.

13. (Original) A method according to Claim 12, wherein the item identifier is printed in circulated materials.

14. (Original) A method according to Claim 11, wherein the calendar is a countdown calendar.

15. (Currently amended) A method for providing item information, comprising: receiving, at a remote location, an image of an item identifier transmitted from a local location; and
determining, based on the received image, item information associated with an item identified by the item identifier; and
presenting the determined item information.

16. (Currently amended) A method according to Claim 15, wherein the image is received from a device at the local location.

17. (Currently amended) A method according to Claim 16, ~~further wherein said presenting comprises:~~
transmitting the item information to the device.
18. (Currently amended) A method according to Claim 16, further comprising:
transmitting the item information to a second device.
19. (Currently amended) A method according to Claim 16, further comprising:
receiving a second image of a second item identifier from a second device; and
determining, based on the received second image, item information associated with an
~~second~~ item identified by the second item identifier.
20. (Currently amended) A method according to Claim 15, wherein the determining
~~step~~ comprises: translating the received image into an identification code.
21. (Currently amended) A method according to Claim 20, wherein the determining
~~step~~ further comprises: identifying the item information as being associated with the
identification code.
22. (Currently amended) A method according to Claim 21, wherein the identifying
~~step~~ comprises: transmitting the identification code to a device.
23. (Currently amended) A method according to Claim 22, wherein the identifying
~~step~~ further comprises: receiving the item information from the device.
24. (Currently amended) A method according to Claim 23, wherein the device
transmits the item information to ~~a~~ the device from which the image was received.
25. (Currently amended) A method according to Claim 15, wherein the item
identifier comprises at least one of: a barcode, a VCRplus code, text, a portion of the item, a
color, and a texture.

26. (Original) A method according to Claim 25, wherein the item identifier is a Uniform Resource Locator.

27. (Currently amended) A method according to Claim 15, wherein the item identifier ~~is~~ comprises an element of a promotional offer.

28. (Currently amended) A method according to Claim 15, wherein the item information comprises at least one of: item specifications, warranty information, executable software, item availability information, Web page data, an expiration date, and a machine-readable version of a text identifier.

29. (Original) A method according to Claim 28, wherein the item information comprises software for conducting optical character recognition.

30. (Original) A method according to Claim 15, wherein the determining further comprises:

determining a type of the received image; and
determining a method to obtain item information based on the type.

31. (Original) A method according to Claim 15, wherein the item identifier is located proximate to a location, and wherein the item information relates to the location.

32. (Currently amended) A method according to Claim 15, further comprising:
receiving a payment from a seller of the item.

33. (Original) A method according to Claim 32, wherein the payment is based on a number of times the image is received.

34. (Original) A method according to Claim 32, wherein the payment is based on an increase in the seller's revenue.

35.(Currently amended) A system to interpret item identifiers, comprising:
a client device at a local location for capturing an image of an item identifier, for transmitting the image to a remote location for processing thereof, and for receiving item information associated with an item identified by the item identifier, in response to ~~the transmission~~ processing of the image; and
a server for receiving the image and ~~determining~~ processing the item information based on the received image.

36.(Currently amended) A system according to Claim 35, further comprising: an information provider for receiving the image from the server, for ~~determining~~ processing the item information, and for transmitting the item information to the server.

37. (Currently amended) A system according to Claim 35, further comprising: an information provider for receiving the image from the server, for processing ~~determining~~ the item information, and for transmitting the item information to the client device.

38. (Original) A system according to Claim 35, wherein the server receives a payment from a seller of the item.

39. (Original) A system according to Claim 38, wherein the payment is based on a number of times the image is received.

40. (Original) A system according to Claim 38, wherein the payment is based on an increase in the seller's revenue.

41. (Currently amended) A medium storing processor-executable ~~process~~ instructions ~~steps thereon~~ to obtain item information, the ~~medium~~ process ~~steps~~ comprising:
~~a step~~ instructions to capture an image of an item identifier at a local location;
~~a step~~ instructions to transmit the image to a remote location for processing thereof; and

a step-instructions to receive at the local location, in response to ~~the processing of the~~ image transmission, item information associated with an item identified by the item identifier at the local location.

42. (Currently amended) A medium according to Claim 41, wherein the image is transmitted to a device at the remote locaton.

43.(Original) A medium according to Claim 41, wherein the image is transmitted via a wireless connection.

44.(Currently amended) A medium according to Claim 41, wherein the item identifier comprises at least one of: a barcode, a VCRplus code, text, a portion of the item, a color, and a texture.

45. (Original) A medium according to Claim 44, wherein the item identifier is a Uniform Resource Locator.

46. (Currently amended) A medium according to Claim 41, wherein the item identifier comprises an element of a promotional offer.

47. (Currently amended) A medium according to Claim 41, wherein the item information comprises at least one of: item specifications, warranty information, executable software, item availability information, Web page data, and a machine-readable version of a text identifier.

48. (Original) A medium according to Claim 47, wherein the item information comprises software for conducting optical character recognition.

49. (Original) A medium according to Claim 41, wherein the item identifier is located proximaate to a location, and wherein the item information relates to the location.

50. (Original) A medium according to Claim 41, wherein the item information comprises an expiration date.

51. (Currently amended) A medium according to Claim 50, ~~the process steps~~ further comprising instructions ~~a step~~ to record the expiration date in a calendar.

52. (Currently amended) A medium according to Claim 51, wherein the item identifier ~~is~~ comprises an element of a promotional offer.

53. (Original) A medium according to Claim 52, wherein the item identifier is printed in circulated materials.

54. (Currently amended) A medium according to Claim 51, wherein the calendar ~~is~~ comprises a countdown calendar.

55. (Currently amended) A medium storing processor-executable ~~process steps~~ instructions thereon to provide item information, the ~~medium process steps~~ comprising:
~~a step~~ instructions to receive, at a remote location, an image of an item identifier transmitted from a local location ~~transmitted from a local location~~; ~~and~~
~~a step~~ instructions to determine, based on the received image, item information associated with an item identified by the item identifier; ~~and~~
instructions to present the determined item information.

56. (Currently amended) A medium according to Claim 55, wherein the image is received from a device at the first location.

57. (Currently amended) A medium according to Claim 56, ~~the process steps~~ further comprising:
~~a step~~ instructions to transmit the item information to the device.

58. (Currently amended) A medium according to Claim 56, ~~the process steps~~ further comprising:

~~a step~~ instructions to transmit the item information to a second device.

59. (Currently amended) A medium according to Claim 56, ~~the process steps~~ further comprising:

~~a step~~ instructions to receive a second image of a second item identifier from a second device; and

~~a step~~ instructions to determine, based on the received second image, item information associated with ~~an second~~ item identified by the second item identifier.

60. (Currently amended) A medium according to Claim 55, ~~wherein the process step to determine item information~~ further comprising

~~a step~~ instructions to translate the received image into an identification code.

61. (Currently amended) A medium according to Claim 60, ~~to determine item information~~ further comprising:

~~a step~~ instructions to identify the item information as being associated with the identification code.

62. (Currently amended) A medium according to Claim 61, ~~to identify the item information~~ further comprising:

~~a step~~ instructions to transmit the identification code to a device.

63. (Currently amended) A medium according to Claim 62, ~~to identify the item information~~ further comprising:

~~a step~~ instructions to receive the item information from the device.

64. (Original) A medium according to Claim 62, wherein the device transmits the item information to a device from which the image was received.

65. (Currently amended) A medium according to Claim 55, wherein the item identifier comprises at least one of: a barcode, a VCRplus code, text, a portion of the item, a color, and a texture.

66. (Currently amended) A medium according to Claim 65, wherein the item identifier ~~is~~ comprises a Uniform Resource Locator.

67. (Currently amended) A medium according to Claim 55, wherein the item identifier ~~is~~ comprises an element of a promotional offer.

68. (Currently amended) A medium according to Claim 55, wherein the item information comprises at least one of: item specifications, warranty information, executable software, item availability information, Web page data, an expiration date, and a machine-readable version of a text identifier.

69. (Original) A medium according to Claim 68, wherein the item information comprises software for conducting optical character recognition.

70. (Currently amended) A medium according to Claim 55, ~~wherein the process step to determine item information further comprises:~~
~~a step~~ instructions to determine a type of the received image; and
~~a step~~ instructions to determine a medium to obtain item information based on the type.

71. (Original) A medium according to Claim 55, wherein the item identifier is located proximate to a location, and wherein the item information relates to the location.

72. (Currently amended) A medium according to Claim 55, ~~the process steps further comprising:~~ instructions to receiveing payment from a seller of the item.

73. (Original) A medium according to Claim 72, wherein the payment is based on a number of times the image is received.

74. (Original) A medium according to Claim 72, wherein the payment is based on an increase in the seller's revenue.

75. (Currently amended) An apparatus to obtain item information, comprising:
a processor; and
a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:
capture an image of an item identifier at a local location;
transmit the image to a remote location for processing thereof; and
receive, in response to processing of the transmitted~~ssion~~ image, item information associated with an item identified by the item identifier at the local location.

76.(Currently amended) An apparatus according to Claim 75, wherein the image is transmitted to a device at the first location.

77.(Original) An apparatus according to Claim 75, wherein the image is transmitted via a wireless connection.

78.(Currently amended) An apparatus according to Claim 75, wherein the item identifier comprises at least one of: a barcode, a VCRplus code, text, a portion of the item, a color, and a texture.

79. (Original) An apparatus according to Claim 78, wherein the item identifier is a Uniform Resource Locator.

80.(Currently amended) An apparatus according to Claim 75, wherein the item identifier ~~is~~ comprises an element of a promotional offer.

81.(Currently amended) An apparatus according to Claim 75, wherein the item information comprises at least one of: item specifications, warranty information, executable

software, item availability information, Web page data, and a machine-readable version of a text identifier.

82. (Original) An apparatus according to Claim 81, wherein the item information comprises software for conducting optical character recognition.

83. (Original) An apparatus according to Claim 75, wherein the item identifier is located proximate to a location, and wherein the item information relates to the location.

84. (Original) An apparatus according to Claim 75, wherein the item information comprises an expiration date.

85. (Currently amended) An apparatus according to Claim 84, the storage device further storing instructions adapted to be executed by said processor to record the expiration date in a calendar.

86. (Currently amended) An apparatus according to Claim 85, wherein the item identifier ~~is~~ comprises an element of a promotional offer.

87. (Original) An apparatus according to Claim 86, wherein the item identifier is printed in circulated materials.

88. (Original) An apparatus according to Claim 85, wherein the calendar is a countdown calendar.

89. (Currently amended) An apparatus to provide item information, comprising:
a processor; and
a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

receive an image of an item identifier at a remote location transmitted from a local location; ~~and~~

determine, based on the received image, item information associated with an item identified by the item identifier; and
present the determined item information.

90. (Currently amended) An apparatus according to Claim 89, wherein the image is received from a device located at the first location.

91. (Original) An apparatus according to Claim 90, the storage device storing instructions adapted to be executed by the processor to transmit the item information to the device.

92. (Original) An apparatus according to Claim 90, the storage device storing instructions adapted to be executed by the processor to transmit the item information to a second device.

93. (Currently amended) An apparatus according to Claim 90, the storage device storing instructions adapted to be executed by the processor to:
receive a second image of a second item identifier from a second device; and
determine, based on the received second image, item information associated with an
~~second~~ item identified by the second item identifier.

94. (Currently amended) An apparatus according to Claim 89, wherein further
comprising the instructions adapted to be executed by the processor ~~to determine item~~
~~information comprises an instruction adapted to be executed by the processor to translate the~~
received image into an identification code.

95. (Currently amended) An apparatus according to Claim 94, ~~wherein the further~~
comprising instructions adapted to be executed by the processor ~~to determine item information~~
~~comprises an instruction adapted to be executed by the processor to identify the item information~~
as being associated with the identification code.

96. (Currently amended) An apparatus according to Claim 95, ~~wherein the further~~ comprising instructions adapted to be executed by the processor to ~~identify the item information~~ comprises an instruction adapted to be executed by the processor to transmit the identification code to a device.

97. (Currently amended) An apparatus according to Claim 96, ~~wherein the further~~ comprising instructions adapted to ~~be executed by the processor to identify the item information~~ comprises an instruction adapted to be executed by the processor to receive the item information from the device.

98. (Original) An apparatus according to Claim 96, wherein the device transmits the item information to a device from which the image was received.

99.(Currently amended) An apparatus according to Claim 89, wherein the item identifier comprises at least one of: a barcode, a VCRplus code, text, a portion of the item, a color, and a texture.

100. (Original) An apparatus according to Claim 99, wherein the item identifier is a Uniform Resource Locator.

101. (Currently amended) An apparatus according to Claim 89, wherein the item identifier ~~is~~ comprises an element of a promotional offer.

102.(Currently amended) An apparatus according to Claim 89, wherein the item information comprises at least one of: item specifications, warranty information, executable software, item availability information, Web page data, an expiration date, and a machine-readable version of a text identifier.

103. (Original) An apparatus according to Claim 102, wherein the item information comprises software for conducting optical character recognition.

104. (Currently amended) An apparatus according to Claim 89, ~~wherein the~~further comprising instructions adapted to be executed by the processor to ~~determine item information~~
~~comprises an instruction adapted to be executed by the processor to:~~

determine a type of the received image; and

determine a medium to obtain item information based on the type.

105. (Original) An apparatus according to Claim 89, wherein the item identifier is located proximate to a location, and wherein the item information relates to the location.

106.(Currently amended) An apparatus according to Claim 89, the storage device further storing instructions adapted to be executed by the processor to receive payment from a seller of the item.

107. (Original) An apparatus according to Claim 106, wherein the payment is based on a number of times the image is received.

108. (Original) An apparatus according to Claim 106, wherein the payment is based on an increase in the seller's revenue.

109. (Original) A method according to Claim 1, wherein the item identifier comprises first text in a first language and the item information comprises second text in a second language, wherein the item information is in a machine-readable format, and wherein the second text represents a translation of the first text from the first language to the second language.

110. (Original) A method according to Claim 15, wherein the item identifier comprises first text in a first language and the item information comprises second text in a second language, wherein the item information is in a machine-readable format, and wherein the second text represents a translation of the first text from the first language to the second language.

111. (Original) A medium according to Claim 41, wherein the item identifier comprises first text in a first language and the item information comprises second text in a second language, wherein the item information is in a machine-readable format, and wherein the second text represents a translation of the first text from the first language to the second language.

112. (Original) A medium according to Claim 55, wherein the item identifier comprises first text in a first language and the item information comprises second text in a second language, wherein the item information is in a machine-readable format, and wherein the second text represents a translation of the first text from the first language to the second language.